MANUFACTURER'S COUPON EXPIRES 1/31/93

75¢ OFF 3 PACKS ANY STYLE MERIT

Consumer: Limit—one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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VOID

MANUFACTURER'S COUPON EXPIRES 1/31/93

$2.50 OFF A CARTON OR 5 PACKS ANY STYLE MERIT

Consumer: Limit—one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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VOID

MANUFACTURER'S COUPON EXPIRES 12/31/92

$3.00 OFF A CARTON ANY STYLE MERIT

Consumer: Limit—one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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VOID

MANUFACTURER'S COUPON EXPIRES 1/31/93

$2.50 OFF A CARTON OR 5 PACKS ANY STYLE MERIT

Consumer: Limit—one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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VOID

5. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____

6. How long have you smoked this brand?
☐ Less than 1 yr. ☐ 1 to 2 yrs. ☐ 2 to 3 yrs.
☐ 3 to 5 yrs. ☐ Over 5 yrs.

7. If your regular brand were not available, which brand of cigarette would you buy?

_____

8a. Is your regular brand…? (Check one.)
☐ Regular/King ☐ 100's ☐ 120's

8b. Is your regular brand…? (Check one.)
☐ Menthol ☐ Non-Menthol

8c. Is your regular brand…? (Check one.)
☐ Filter ☐ Non-Filter

8d. Is your regular brand…? (Check one.)
☐ Lowest/1-2 mg tar ☐ Ultra/Extra Light
☐ Light/Mild ☐ Medium ☐ Full Flavor

9. What, if any, was your previous brand?

_____

10. Please fill us in on how much you agree or disagree with the following statements. (Check one answer for each statement.)

	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely
I will buy a different brand of cigarettes if it's on sale or I have a coupon for it.	☐	☐	☐	☐	☐
I smoke a cheaper cigarette brand frequently, but don't consider it my regular brand.	☐	☐	☐	☐	☐
I buy the cheapest brand of cigarette in the store.	☐	☐	☐	☐	☐

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature X _____ **Birthdate** ___/___/___
(required) Mo Day Yr (required)

If your name or address as printed on the reverse side is incorrect, please print the correct information below.

☐ Mr.
☐ Ms.
☐ Mrs. _____
First M.I. Last

Address _____ City _____

State _____ ZIP _____ Phone # _____ ☐ Male ☐ Female

☐ Check here if you do not want to receive future Lighter Side mailings.

Please return survey by December 31, 1992 to:
Lighter Side Survey
P.O. Box 8976
Madison, WI 53778-0630

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